



Awareness and Beyond: Underage Drinking Prevention Town Hall Meetings

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Objectives

At the end of this session, participants will be able to:

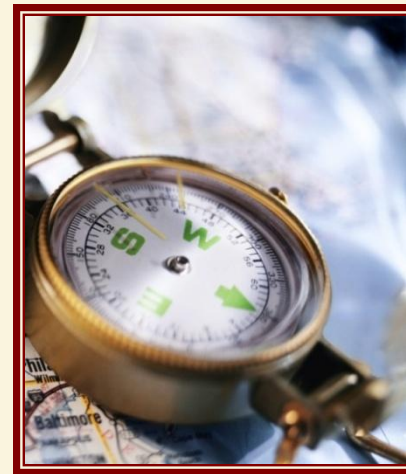
1. Understand how Town Hall Meetings (THMs) have contributed to the progress in reducing underage drinking prevalence at the community, State, and national levels;
2. Identify and comprehend nine types of environmental prevention that can prevent underage drinking and its consequences; and
3. Plan and implement a THM in their communities.

Our Direction

Mission: To reduce the impact of substance abuse and mental illness on America's communities.

Roles:

- Voice and leadership
- Funding service-capacity development
- Information/Communications
- Regulation and standard setting
- Improve practice



Our Key Messages

- Behavioral health is essential to health:
 - Improves health status; and
 - Lowers costs for families, businesses, and governments.
- Prevention works.
- Treatment is effective.
- People recover.



Our Principles

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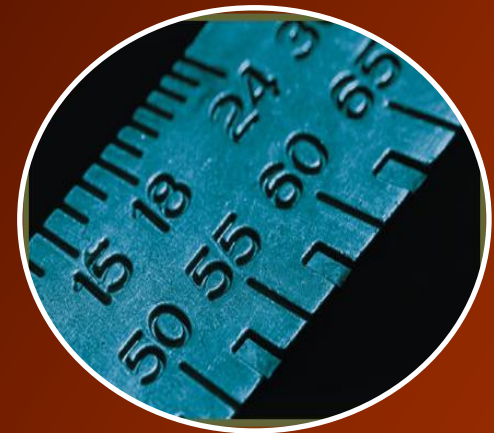
PEOPLE

Stay focused on the goal



PARTNERSHIP

Cannot do it alone



PERFORMANCE

Make a measurable difference



www.samhsa.gov

SAMHSA's Strategic Initiatives

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AIM: Improving the Nation's Behavioral Health (1–4)

AIM: Transforming Health Care in America (5–6)

AIM: Achieving Excellence in Operations (7–8)

1.
Prevention

2.
Trauma and
Justice

3.
Military
Families

4.
Recovery
Support

5.
Health
Reform

6.
Health
Information
Technology

7.
Data,
Outcomes,
and Quality

8.
Public
Awareness
and Support

Strategic Initiative #1

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1. Prevent substance abuse and improve well-being in States, Territories, Tribes, and communities across the Nation.
2. Establish prevention of underage drinking as a priority issue for States, Territories, tribal entities, colleges and universities, and communities.
3. Increase public knowledge of the warning signs for suicide and actions to take in response.

Underage Drinking—The Facts (2010)

- Alcohol is the primary drug of choice among adolescents, with its use exceeding that of tobacco or illicit drugs.
- Approximately 10 million youth, aged 12–20, reported drinking alcohol during the preceding month.
- Alcohol use rates were:
 - 3.1 percent for ages 12–13;
 - 12.4 percent for ages 14–15; and
 - 24.6 percent for ages 16–17.

Underage Drinking—The Facts (2010)

- Survey data showed that, in the preceding month:
 - 12.7 percent of 8th graders reported drinking:
 - 4.4 percent had been drunk;
 - 27.2 percent of 10th graders reported drinking:
 - 13.7 percent had been drunk; and
 - 40 percent of 12th graders reported drinking:
 - 25 percent drank to intoxication.
- More than 50 percent of underage drinkers reported that their last use of alcohol occurred in someone else's house or their own home.

Underage Drinking—The Facts (2010)

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- Among 18- to 20-year-olds, the alcohol use rate was 48.9 percent.
- Among full-time college students:
 - 63.3 percent were current drinkers;
 - 42.2 percent were binge drinkers (consuming five or more drinks at one time in the last 2 weeks); and
 - 15.6 percent were heavy drinkers (binge drinking on at least 5 days out of the past month).

Health and Safety Consequences

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- **Mental development:** Underage drinking can alter the structure and function of the brain.
- **Risk of alcohol dependence:** Individuals who begin drinking before age 14 are five times more likely to develop alcohol problems as adults than those who wait until age 21.
- **Injury and death:** Approximately 5,000 people under 21 die every year from alcohol-related injuries—38 percent from motor vehicle crashes, 32 percent from homicides, and 6 percent from suicides.
- **Other risky behaviors:** Underage drinking increases the risk for unplanned and unwanted sex, sexually transmitted diseases, juvenile crime, and other harmful behaviors.

THM Initiative: A Community-Based Approach to Prevention

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THMs

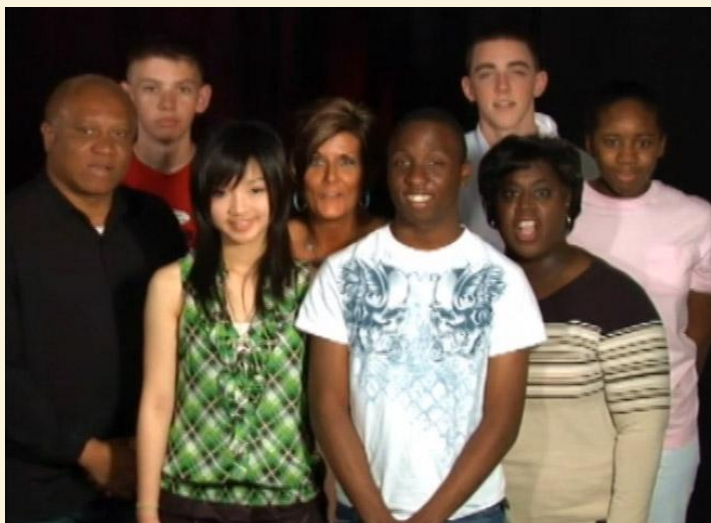
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Core Objectives:

- Increase public awareness and disapproval of underage drinking.
- Create widespread, long-term behavior change.
- Encourage environmental and policy changes regarding alcohol use.
- Collaborate with public and private sectors to address issues.
- Empower communities to take action.

First Round: 2006

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“The fact that we have all of those laws on the books and we still have a serious problem with underage drinking tells me that we really have an attitude problem.”

**—Representative Steve Kestell,
University of Wisconsin—Sheboygan**

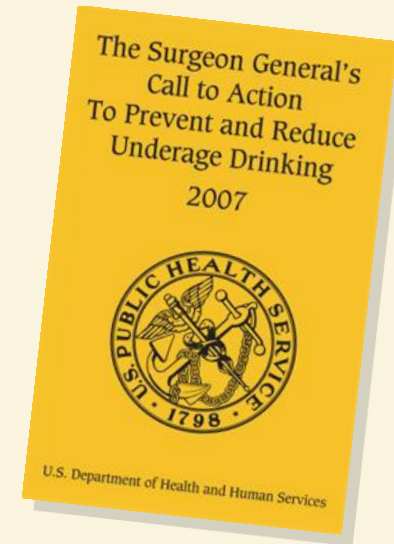
First Round: 2006

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- **Schedule:** Events took place on or around March 28, in conjunction with Alcohol Awareness Month in April.
- **Theme:** “Start Talking Before They Start Drinking.”
- **Events:** **More than 1,200 THMs** were conducted in all 50 States, the District of Columbia, and four Territories.
- **Goals:**
 - To increase the understanding and awareness of underage drinking and its consequences.
 - To encourage individuals, families, and communities to address the problem.

Second Round: 2008

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“Underage alcohol use is everybody’s problem—and its solution is everybody’s responsibility.”

***—The Surgeon General’s Call to Action
To Prevent and Reduce Underage Drinking***

Second Round: 2008

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- **Schedule:** Acting U.S. Surgeon General Steven K. Galson, Wyoming First Lady Nancy Freudenthal, and U.S. Senator John Barrasso launched the first THM on March 24, in Riverton, WY.
- **Theme:** Focused on “Responding to the Call to Action.”
- **Events:** **1,811 THMs** were conducted by **1,604 community-based organizations (CBOs)** nationwide.
- **Goals:**
 - Increase community engagement on the issue of underage drinking and its consequences.
 - Identify strategies for addressing the problem at the community level.

Third Round: 2010

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“The healthy development of America’s youth is a national goal that is threatened by underage alcohol consumption and the adverse consequences it can bring. In sometimes subtle and sometimes dramatic ways, underage alcohol use can sidetrack the trajectory of a child’s life—or end it.”

**—The Surgeon General’s Call to Action
To Prevent and Reduce Underage Drinking**

Third Round: 2010

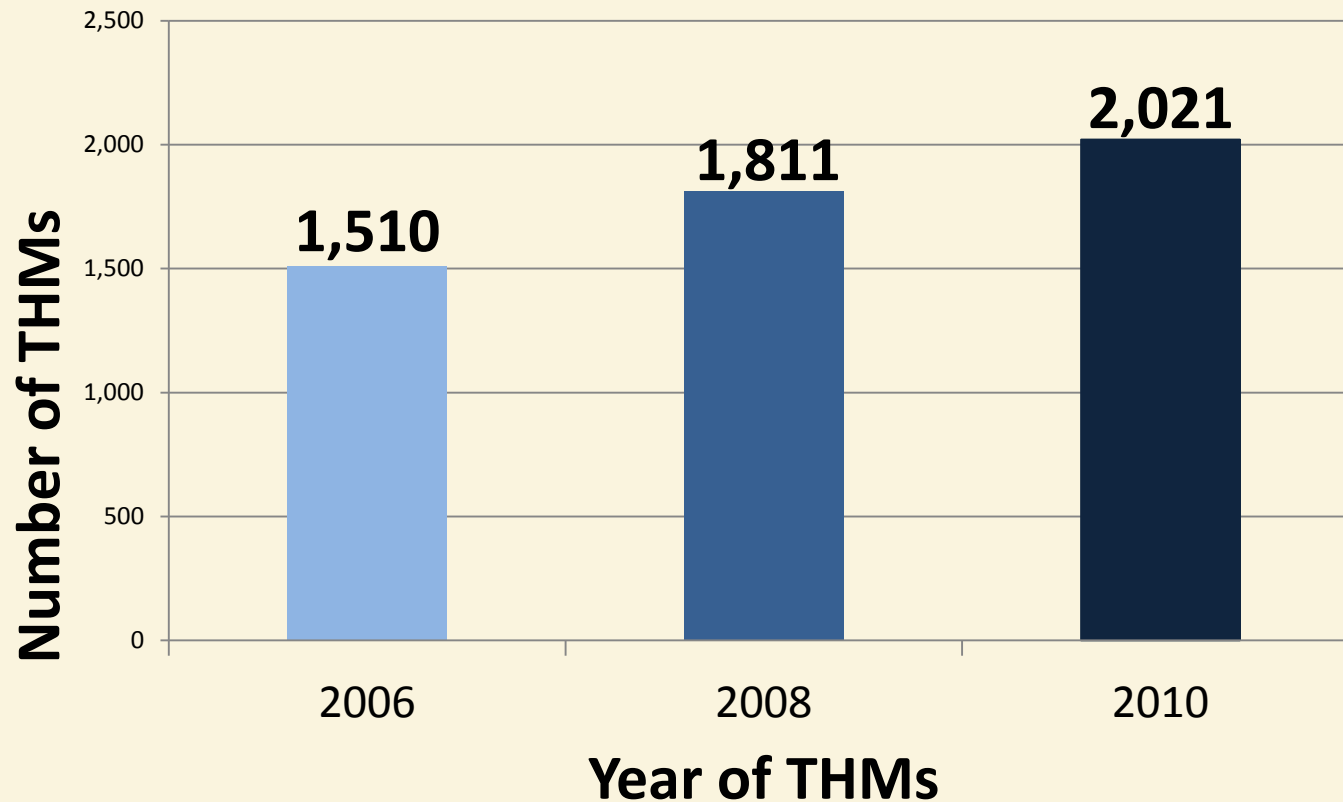
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- **Schedule:** Events could be held throughout the year, although CBOs were encouraged to host events in advance of, or during, Alcohol Awareness Month.
- **Theme:** “Mobilizing Communities To Prevent and Reduce Underage Drinking.”
- **Events:** **2,021 THMs** were conducted in all 50 States, the District of Columbia, and 4 Territories by **1,786 CBOs**.
- **Goals:**
 - To increase the understanding and awareness of underage drinking and its consequences.
 - To encourage individuals, families, and communities to address the problem.

THM Recap

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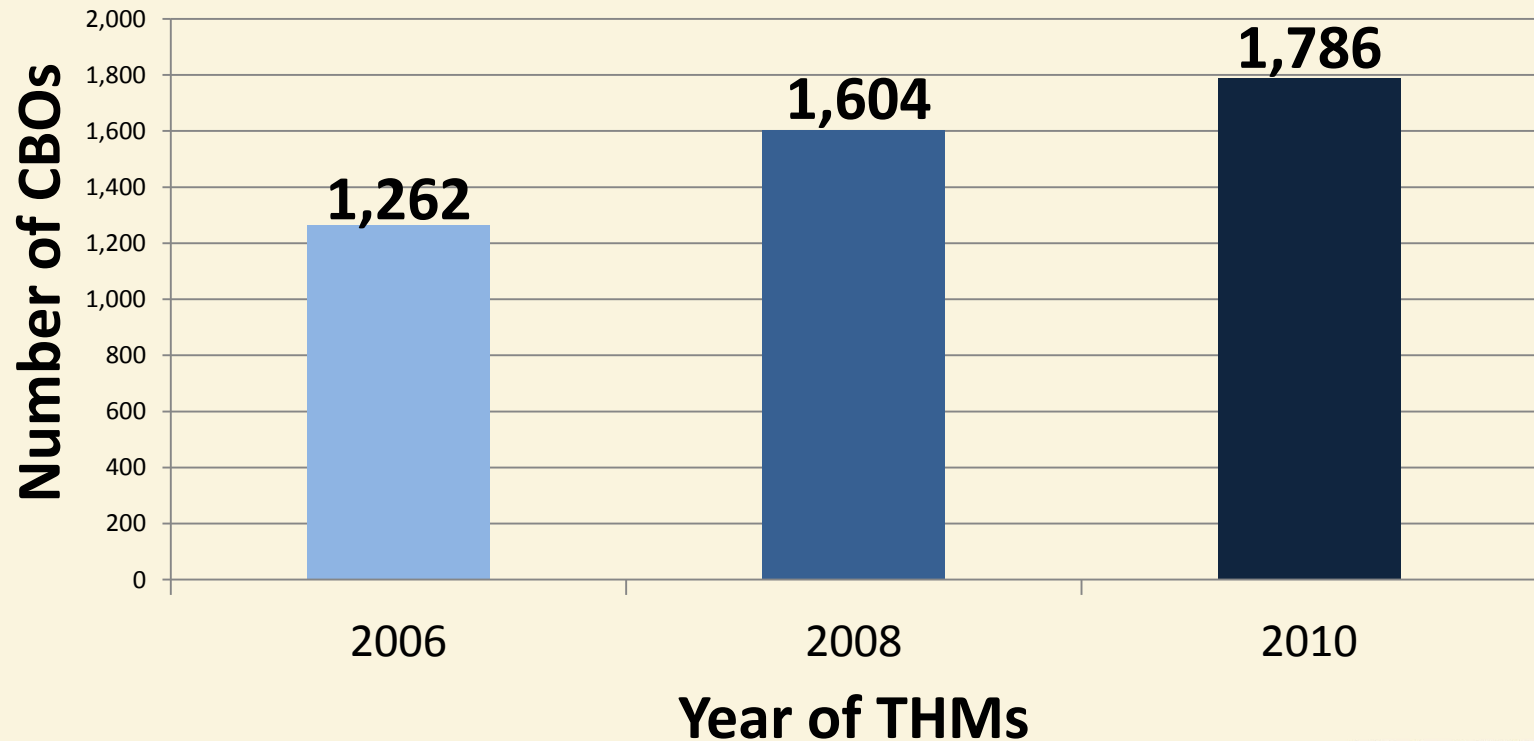
Number of THMs Across All Years



THM Recap

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Number of CBOs Conducting THMs Across All Years



Fourth Round: 2012

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Theme: “Getting to Outcomes.”

Focus: Environmental Prevention.

Goal: To encourage communities to take steps that have proven to be effective in preventing and reducing underage drinking.

Environmental Prevention

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Focus: Changing the environment in ways that help prevent and reduce underage drinking.

Goals may be to:

- Change social norms or attitudes relating to the use of alcohol;
- Control the availability of alcohol; and
- Strengthen enforcement of laws and regulations governing its use.

Effective Environmental Prevention

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- Responsible beverage service (RBS)
- Alcohol compliance checks
- Happy hour restrictions
- Controls on alcohol outlet location and density
- Sobriety and traffic safety checkpoints
- Graduated driver licensing laws
- Social host liability laws
- Restricted sales of alcohol at public events
- Increased taxes on sales of alcohol

Environmental Prevention: RBS

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- Determine whether your State has a law that mandates or provides incentives for RBS.
- Provide a ready-made RBS ordinance or law as a model for lawmakers.
- Help shape implementation in your community by:
 - Enforcing the law;
 - Targeting trouble spots;
 - Holding owners accountable for providing alcoholic drinks to underage youth; and
 - Providing incentives for participants.

Environmental Prevention: Alcohol Compliance Checks

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- Engage the media.
- Use social media to expand public outreach.
- Conduct THMs to build community support for compliance checks.
- Measure and report successful outcomes:
 - Rates of motor vehicle crashes involving youth;
 - Rates of youth arrested and convicted of driving under the influence; and
 - Degree of support from merchants.

Environmental Prevention: Happy Hour Restrictions

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Happy hour restrictions may prohibit:

- Offering “two-for-one” specials on alcoholic beverages;
- Increasing the volume of alcohol in a drink without increasing the price;
- Offering fixed-price or all-you-can-drink sales;
- Reducing drink prices after a particular time of the day;
- Selling more than two drinks to a single person at one time; and
- Holding drinking contests or awarding alcoholic beverages as prizes.

Environmental Prevention: Outlet Location/Density Control

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- Assess alcohol density in your community, with special attention to density near schools and other youth-related areas.
- Ascertain the rate of alcohol-related problems in the community, with an emphasis on drinking and driving, public intoxication, and alcohol-related violence and crimes.
- Develop and build community support for implementing a plan to control the density of alcohol-related outlets.

Environmental Prevention: Sobriety and Traffic Safety Checkpoints

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- Assess your State's current law.
- Build community support and collect data.
- Raise public awareness.
- Measure and report successful outcomes:
 - Rates of alcohol-related nighttime crashes, injuries, and fatalities;
 - Rates of motorists detained for field sobriety testing;
 - Rates of traffic stops and safety checkpoints; and
 - Rates of arrests and convictions for driving under the influence.

Environmental Prevention: Graduated Driver Licensing Laws

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- Assess your State's current law.
- Engage the media.
- Raise public awareness.
- Measure and report successful outcomes:
 - Rates of youth motor vehicle crashes, injuries, and fatalities among those aged 16 and 17; and
 - Rates of compliance and/or noncompliance with the graduated licensing laws.

Environmental Prevention: Social Host Liability Laws

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- Assess your State and community's current laws.
- Provide a ready-made social host liability law or ordinance as a model for lawmakers.
- Build community support for social host liability laws from parent groups, law enforcement, and other community members.
- Measure and report successful outcomes:
 - Rates of youth arrested for driving under the influence; and
 - Rates of alcohol-related crime.

Environmental Prevention:

Restricted Sales of Alcohol at Public Events

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- Restricting or prohibiting alcohol sponsorship of events.
- Enforcing strict conditions for alcohol sales and consumption:
 - Designated drinking areas for those over age 21; and
 - Easily recognizable cups for alcoholic beverages.
- Prohibiting open containers in unsupervised public locations.
- Enforcing alcohol restrictions vigorously both at public events and in public places.

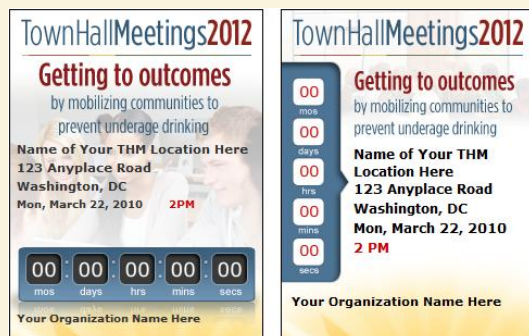
Environmental Prevention: Increased Taxes on Sales of Alcohol

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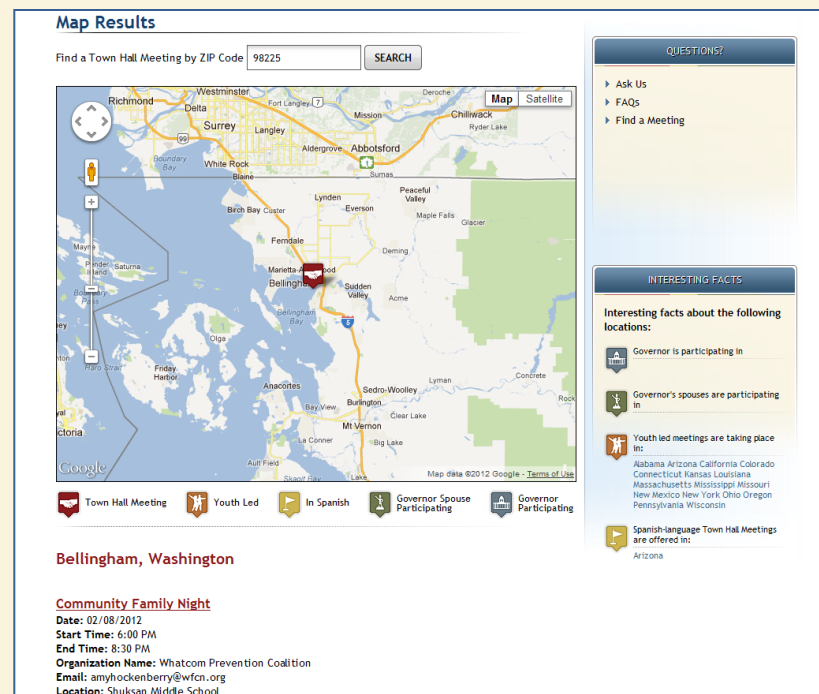
- Assess current tax rates in your State and learn about Federal tax.
- Conduct a campaign to increase taxes on sales of alcohol.
- Build community support for increased taxes on sales of alcohol from lawmakers, key stakeholders, and other community members.
- Measure and report successful outcomes:
 - Number and types of arrests for alcohol-related violations; and
 - Actual price of alcohol.

2012 THM Tools

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- ✓ Planning/Implementation Tips
- ✓ Promotional Resources
- ✓ Countdown Widget
- ✓ THM Locator Map



2012 THM Social Media Promotion

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TownHallMeetings2012

Getting to outcomes by mobilizing communities to prevent underage drinking

Making the Grade on College Drinking Prevention

SAMHSA
Substance Abuse and Mental Health Services Administration
www.samhsa.gov • 1-877-SAMHSA • (1-877-726-4727)

POWERPOINT

Young Adults at Risk for Excess Alcohol Consumption are Often Not Asked or Counseled About Drinking

National Institute on Alcohol Abuse and Alcoholism

- 2/3 of 18-39 year olds nationwide saw a physician in the past year
- Only 14% of them:
 - Were asked about their alcohol consumption and
 - Given advice about what drinking patterns pose risk to health
- Persons 18-25:
 - Were most likely to exceed low-risk drinking guidelines (68% vs. 56%)
 - Were least likely to have been asked about their drinking (34% vs. 54%), especially those under age 21 (26%)

Helen Marie Witty

Source: Hingson et al., *J Gen Intern Med*, 2011

VIDEO

Ralph W. Hingson, Sc.D., M.P.H.

Submit a question/comment:

Limit your question/comment to 500 characters.

SUBMIT QUESTION

PRESENTATION INFORMATION RESOURCES ABOUT TOWN HALL MEETINGS

Presentation Information

Making the Grade on College Drinking Prevention

- William DeJong, Ph.D., Boston University School of Public Health (moderator);
- Spencer Deakin, Ph.D., director, Counseling and Psychological Services, Frostburg State University, Frostburg, MD;
- Brian Dietz, assistant dean, Student Activities, Kalamazoo College, Kalamazoo,

What Lies Ahead

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- Nearly 900 CBOs had registered as of February 1, 2012
- What are YOU going to do?
- **More information:**
www.stopalcoholabuse.gov/townhallmeetings



Contact Information

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References

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1. U.S. Department of Health and Human Services (HHS), Office of the Surgeon General. (2007). *The Surgeon General's call to action to prevent and reduce underage drinking*. From <http://www.surgeongeneral.gov/topics/underagedrinking/calltoaction.pdf> (accessed January 10, 2012).
2. HHS, Substance Abuse and Mental Health Services Administration, Office of Applied Studies [now Center for Behavior Health Statistics and Quality]. (2010). *Results from the 2010 National Survey on Drug Use and Health: National findings*. From <http://www.samhsa.gov/data/NSDUH/2k10Results/Web/HTML/2k10Results.htm#3.2> (accessed January 9, 2012).
3. HHS, National Institutes of Health, National Institute on Drug Abuse. (2011). *2011 Monitoring the Future survey*. From <http://www.monitoringthefuture.org/data/11data/pr11t3.pdf> (accessed January 9, 2012).
4. RAND Corporation. (2007). *Preventing Underage Drinking: Using Getting To Outcomes™ with the SAMHSA Strategic Prevention Framework to achieve results*. From http://www.rand.org/content/dam/rand/pubs/technical_reports/2007/RAND_TR403.pdf (accessed February 4, 2012).